

# 2010 Census: It's About Us

## PRINCIPAL'S KIT



### It's about us 2010 CENSUS IN SCHOOLS

**This kit contains everything you need** to begin incorporating this **FREE program** information into your curriculum for 2009–2010, including:

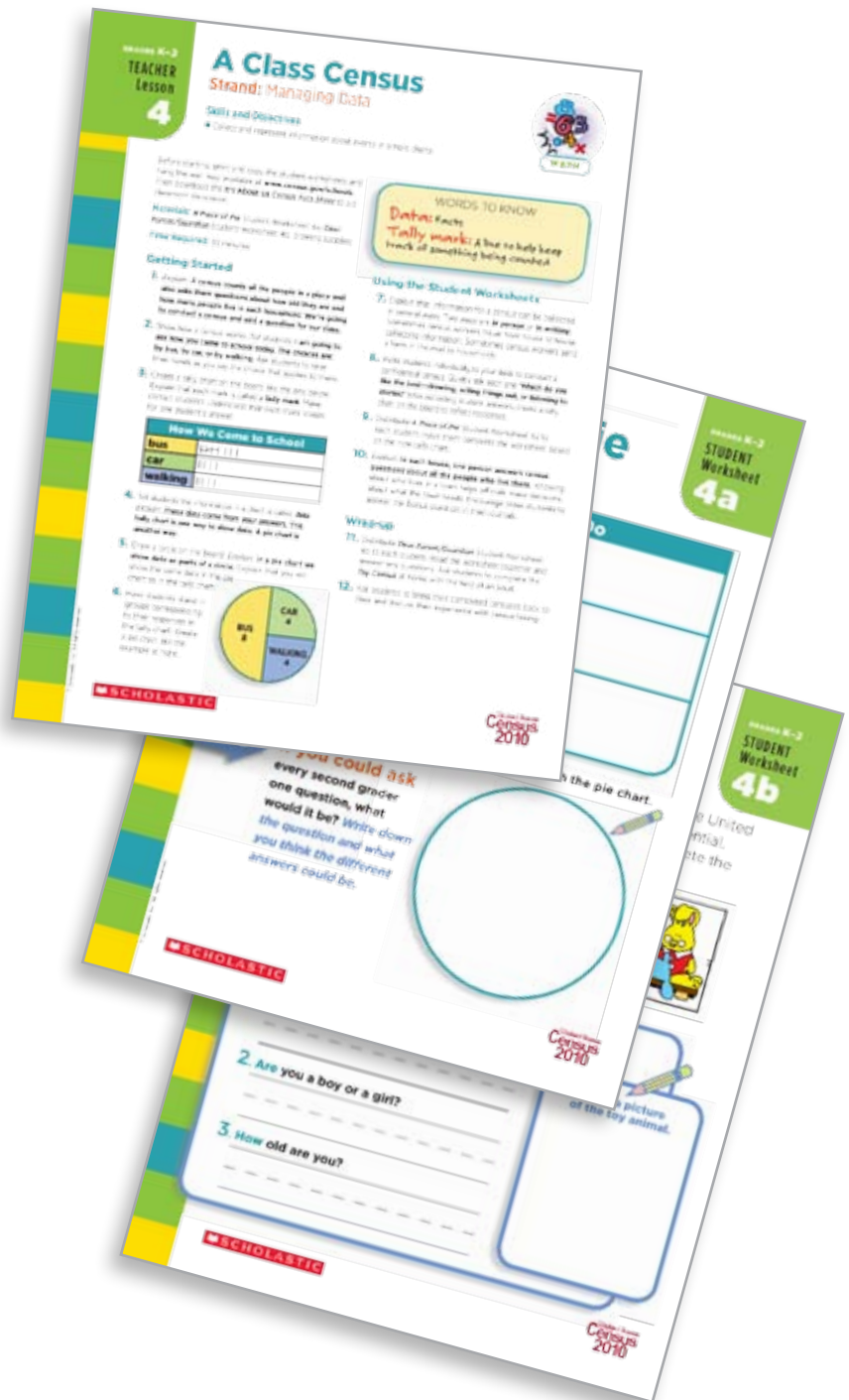


- Ten copies of a **full-color, double-sided map** for teachers.
- 2010 Census: It's About Us **quick-start teaching guides** with ideas and tips teachers can use immediately—and that provide a preview of materials available online.
- Program **questions and answers** to post on teachers' bulletin boards.
- **Ideas and suggestions** for sharing 2010 Census: It's About Us with parents and others in your school and community.

# Remember, 2010 Census: It's About Us has both **PRINT** and **ONLINE** components.

- The materials in this Principal's Kit will get you started. Lessons, corresponding worksheets, and a wealth of **support materials** are all available online.
- For your teachers' convenience, all materials are available as **easily downloadable and printable PDFs**.
- Simply go to **[www.census.gov/schools](http://www.census.gov/schools)**.
- Everything is **FREE OF CHARGE**.

Open here for  
valuable FAQs



# 2010 Census: It's About Us FAQs

## 1. How are the 2010 Census: It's About Us lessons structured?

The 2010 Census: It's About Us curriculum is produced in **four separate grade bands (K-2, 3-4, 5-6, 7-8)** and in **four thematic strands ("About the Census," "Map Literacy," "Managing Data," and "Community Participation")**.

## 2. Is 2010 Census: It's About Us just for K-8?

**No.** The U.S. Census Bureau has also provided a high school-specific program for grades 9-12. Both the **K-8 and 9-12 programs** are available online at **[www.census.gov/schools](http://www.census.gov/schools)**.

## 3. What is the program's purpose?

The purpose of 2010 Census: It's About Us is to use **social studies, English language arts, math, and mapping skills** to educate students about the census—featuring lessons about everything from **data literacy** and **mapping** to the efficient functioning of **participatory self-government**.

It also seeks to **enlist students as advocates for participation in the 2010 Census** in their homes and communities, especially in communities that might otherwise be undercounted or overlooked and, as a result, may lose out on a wide range of benefits.

## 4. Into what curriculum areas does the 2010 Census: It's About Us program fit?

The curriculum offers lessons **aligned with national standards in mathematics, geography, English language arts, and social studies**. Lessons can also strengthen student map skills; promote understanding of community issues; and encourage student citizenship and activism.



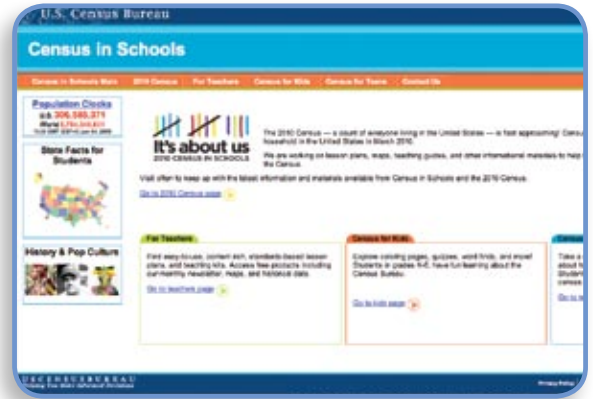
## 5. How is the curriculum organized?

### *It's organized around four strands:*

- **About the Census** uses social studies to explore census data “then and now.” These lessons familiarize students with the census form and help them understand how data are collected. Older students can take a deeper look into history with lessons that reveal how the census is a living part of the democratic process and truly reflects the ever-changing “us.”
- **Map Literacy** lessons spring from the wall maps provided—and help students gain familiarity with mapping conventions, read different kinds of maps, and practice making maps of their own.
- **Managing Data** lessons use math to connect census data to everyday life. Students will organize and work with the data and practice making charts and graphs in grade-appropriate ways. Older students will explore data on the Census Bureau Web site, discovering more about their county, zip code, or local census tract.
- **Community Participation** lessons approach volunteerism using English language arts skills. Students will get to know their communities, and think about local needs and planning for the future.

## 6. How many lessons are offered?

There are a total of 16 lessons—four lessons for each of four grade bands: **K-2, 3-4, 5-6, and 7-8**. Online, teachers have the option of printing an entire unit or finding a single lesson that fits their weekly plan by searching by grade level, subject, or key word.



## 7. What about teaching guides?

The Principal's Kit includes 10 quick-start teaching guides that offer instructional ideas and a preview of what's available online at **www.census.gov/schools**. The kit is ready for immediate use in classrooms.

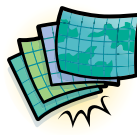
Census lessons connect to core curriculum, including:



Civics



Reading & Writing



Map Skills



Language Arts



Math



## 8. What role do maps play?

Provided in your Principal's Kit, the maps created for 2010 Census: It's About Us are the visual and data-rich centerpieces of the classroom program. One shipment of 10 maps, printed on both sides of the same 3' x 4' poster, is provided for your school.

### SIDE 1:

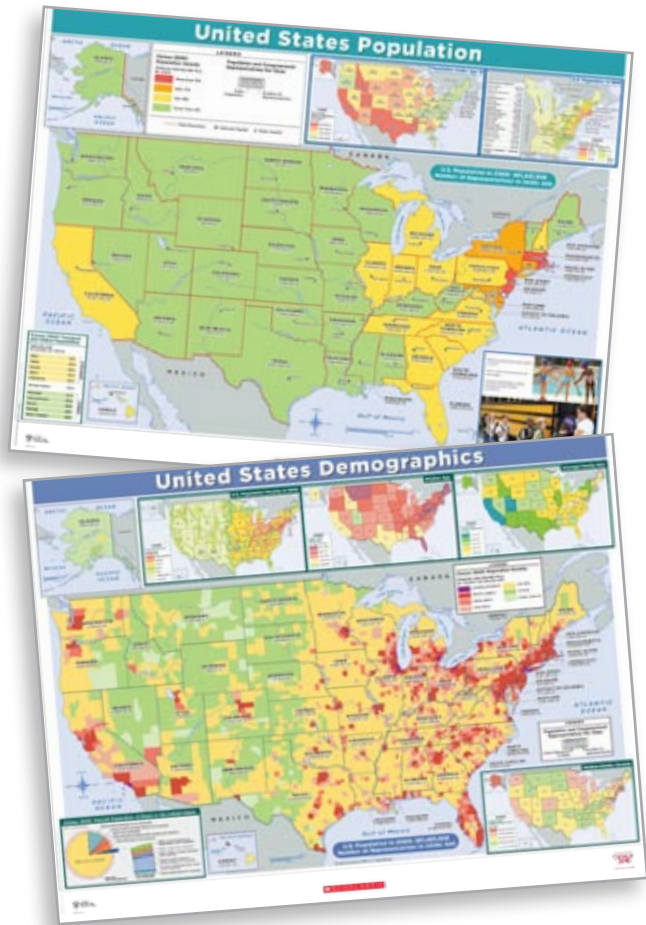
#### ***United States Population Map***

The map for younger students “tells the census story” with bright primary colors that depict population density. Graphics, including photos, make the benefits of the census real in simple ways.

### SIDE 2:

#### ***United States Demographics Map***

This map provides upper-level elementary students with a richer view of the country by depicting a more complex profile of national demographics such as median age, average income, ethnicity, family size, and population growth.



## 9. Is there other support for teachers?

**Yes.** Teacher-friendly support materials make it easy for educators to include 2010 Census: It's About Us in their lesson plans:

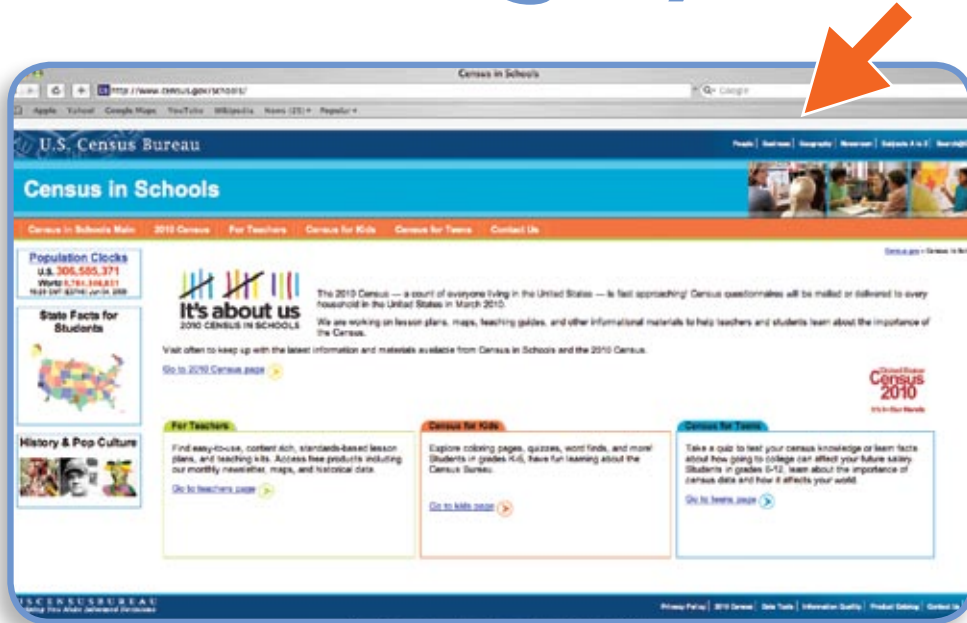
- **How to Use These Lessons** provides teachers with each unit's objectives and tips on using materials, extending activities, and utilizing the Web site.
- **Curriculum Connections** clearly shows how each lesson relates to specific curriculum content frameworks.

- **Connection to Standards** lists the applicable national standards aligned to each lesson in civics, geography, English language arts, math, and social studies.
- **Scope and Sequence** provides a convenient matrix view of the entire unit, showing teachers how skills and content are sequenced.
- **Additional Resources** helps teachers who want to learn more or teach more about the topics raised.

United States®  
**Census**  
**2010**

**It's In Our Hands**

# It's all happening at [www.census.gov/schools](http://www.census.gov/schools)



**EXPLORE.** Be sure to visit [www.census.gov/schools](http://www.census.gov/schools) frequently to find interesting ways to use census data in classrooms, and to learn how communities are organizing for the 2010 Census.

**UPDATES.** The U.S. Census Bureau will be adding new and updated teaching materials throughout the 2009–2010 school year.

**SCHEDULE.** Lessons and other curriculum items will be available at [www.census.gov/schools](http://www.census.gov/schools). January 2010 brings the approach of Census in Schools Week and the countdown to the arrival in U.S. households of the 2010 Census form. Take-home materials arrive in schools in January 2010, too. Go to [www.census.gov/schools](http://www.census.gov/schools) for schedule details.

## ON THE SITE

- **A comprehensive collection** of census-related content
- **Items of interest** for teachers, parents, and students
- **Additional maps** for easy classroom use
- **Interactive activities** for students to learn about the census